

MI-LiveSM
Product Demonstration

September 2001

Wi-LiveSM - The Moderator Display

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File Edit View Favorites Tools Help

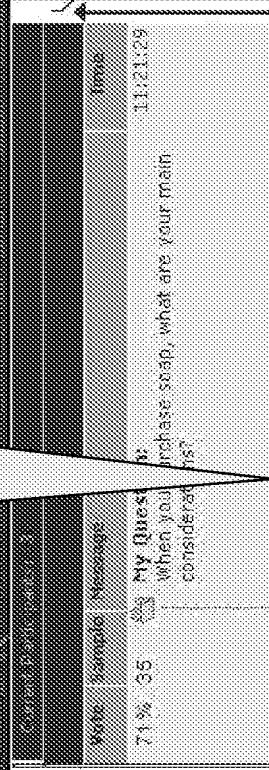
Present stimuli

Current visual: Soap

View Feedback

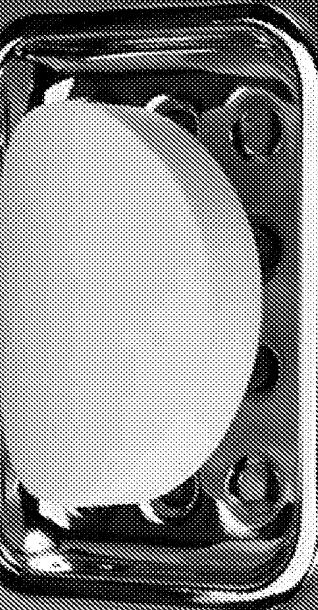
For live help call 1-866-239-8467

Neutral



My Ques: When you purchase soap, what are your main considerations?

11:21:29



Vote: 35
Agree: 8
Disagree: 3

My Ques: When you purchase soap, what are your main considerations?
11:21:36

□

Sandy Bar's Answer:
I like a big bar that does not melt too quickly.

11:21:51

□

Dave 1st
1st
is 0
Key

Probe for Feedback

11:20:07

Joe Miller's Answer:
I agree.

11:20:22

File Edit View Favorites Tools Help
Local Internet

Mi-ViewSM - The Respondent Display

NetMeeting Web Service Microsoft Internet Explorer

File Edit View Favorites Tools Help

View and/or listen to stimuli

Address:

Get new question
Provide your own feedback
Vote on other's feedback

Get help call: 1-866-238-9487

Survey
Feedback
Help

Survey
Feedback
Help

Survey
Feedback
Help

Joe Miller's Answer:
I like a gentle soap that does not irritate the skin.

Agree Disagree

Doug Navon's Question:
Do you use a different soap for your face and body?

Response

My Answer:
Yes, I use a deodorant soap for my body and a cream soap for my face.

Done

Information

Unknown Zone (None)

Mi-LiveSM - The Client Display

Navigation: Mi-Live Dashboard > Live Events

Event MiLive test event with a long name to be tested is scheduled to be live at 11:00:00 - 11:00:05 on 10/05/2013.

Event Statistics

Question Count	Pre-start	11:00:00	11:00:05	11:00:05
N/A	2			
Items/thread (avg)	N/A	1	2	1
Postings/Participant (avg)	N/A	0	1	2

Time-based gauges to measure lever of moderator and respondents interactivity

Last updated at 11:38 | Update

Questions

Vote	Sample	Answers	Question	Time
80%	35	4	What color do you prefer in soap?	11:29:54
84%	30	3	What do you think is a fair price for soap?	11:29:45
90%	34	4	Where do you normally purchase soap?	11:29:26
93%	33	5	Do you use a different soap for your face and body?	11:28:47
30%	32	3	When you purchase soap, what are your main considerations?	11:21:24

Monitor feedback

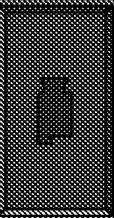
Willie SM - Scenario

- Session size: 10 respondents
- Topic: Your ideal vacation
- Time shown: 20 minutes into session
- Current subject: How do you feel about cruises.

What is a Moderator View

The moderator is:

- Asking a new question
- Sending the question to all respondents
- Waiting for respondents to answer



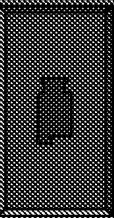
MILIVSM - Respondent's view

The Respondent is:

- Seeing the new question
- Writing his/her own answer
- Viewing other respondents' answers
- Agreeing or disagreeing with other answers

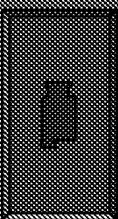
Mii-LiveSM – Return to Moderator View

The Moderator is:
Waiting for feedback
...
Reading the responses
...
Looking for trends
...



MI-LiveSM - Client View

- The Client is...
 - Monitoring session activity
 - Drilling into feedback



WILIVESM

End of Scenario